Annual Report

1984 ~ 1985

Alberta

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Annual Report

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Office of the Minister

126 Legislative Building, Edmonton, Alberta, Canada T5K 2B6 403/427-0358

December 1985

The Honourable G. Amerongen
Speaker of the Legislative Assembly of Alberta

Dear Mr. Speaker:

I have the honour of submitting the Annual Report of Alberta Manpower for the year ending March 31, 1985.

Respectfully submitted,

Ernie Isley

Ernie Isley
Minister
Alberta Manpower

Alberta
MANPOWER

Office of the Deputy Minister

18th Floor Park Square, 10001 Bellamy Hill, Edmonton, Alberta, Canada T5J 3C1 403/427-3659

December 1985

Honourable Ernie Isley
Minister of Manpower
126 Legislature Building
Edmonton, Alberta

Sir:

I am pleased to present the Annual Report of Alberta Manpower, which provides details of the operations for the fiscal year April 1, 1984 to March 31, 1985.

Respectfully submitted,

Al N. Craig
Deputy Minister
Alberta Manpower

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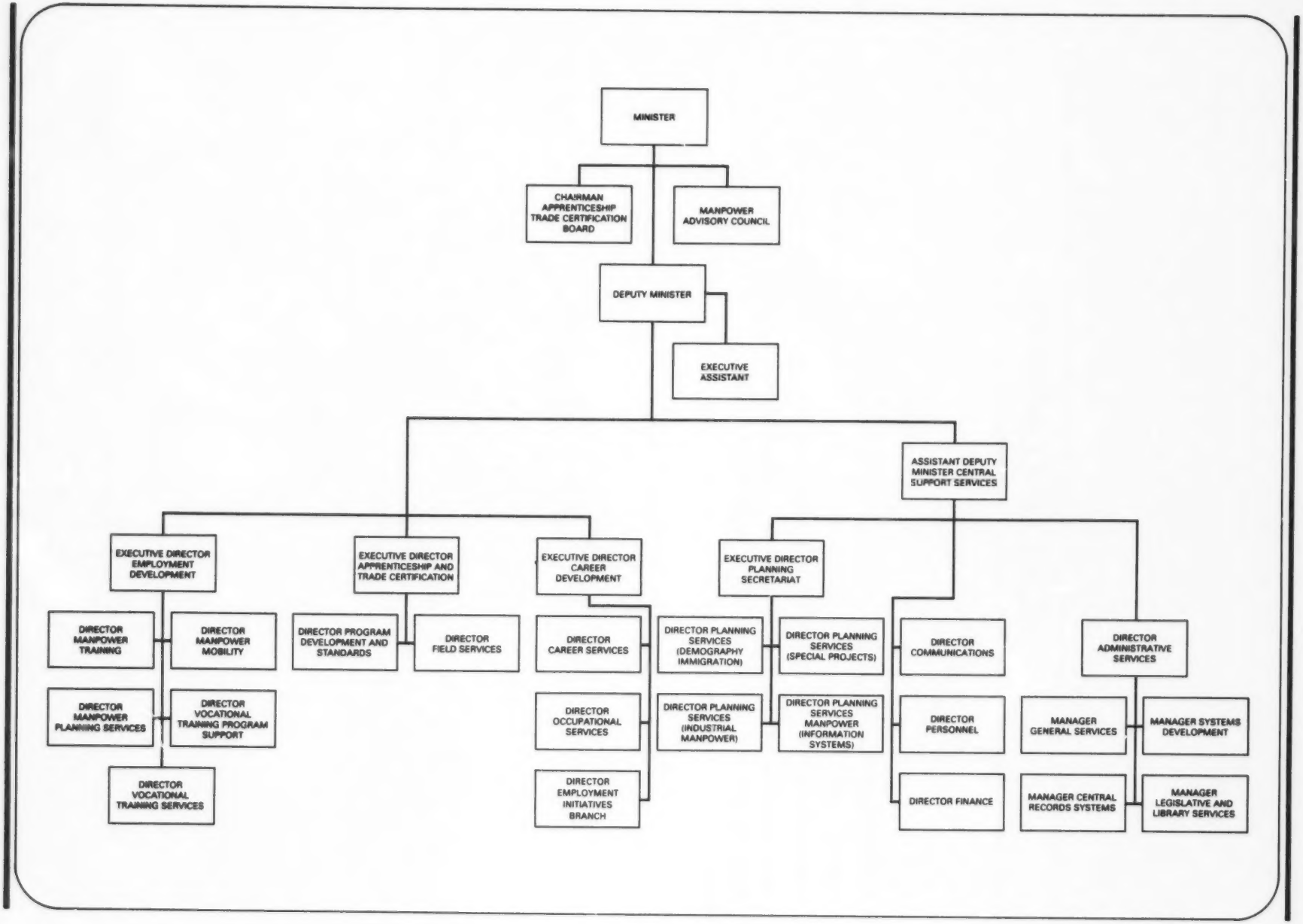
MINISTER
CHAIRMAN APPRENTICESHIP TRADE CERTIFICATION BOARD
MANPOWER ADVISORY COUNCIL
DEPUTY MINISTER
EXECUTIVE ASSISTANT
ASSISTANT DEPUTY MINISTER CENTRAL SUPPORT SERVICES
EXECUTIVE DIRECTOR EMPLOYMENT DEVELOPMENT
EXECUTIVE DIRECTOR APPRENTICESHIP AND TRADE CERTIFICATION
EXECUTIVE DIRECTOR CAREER DEVELOPMENT
EXECUTIVE DIRECTOR PLANNING SECRETARIAT
DIRECTOR MANPOWER TRAINING
DIRECTOR MANPOWER MOBILITY
DIRECTOR MANPOWER PLANNING SERVICES
DIRECTOR VOCATIONAL TRAINING PROGRAM SUPPORT
DIRECTOR VOCATIONAL TRAINING SERVICES
DIRECTOR PROGRAM DEVELOPMENT AND STANDARDS
DIRECTOR FIELD SERVICES
DIRECTOR CAREER SERVICES
DIRECTOR OCCUPATIONAL SERVICES
DIRECTOR EMPLOYMENT INITIATIVES BRANCH
DIRECTOR PLANNING SERVICES (DEMOGRAPHY IMMIGRATION)
DIRECTOR PLANNING SERVICES (INDUSTRIAL MANPOWER)
DIRECTOR PLANNING SERVICES (SPECIAL PROJECTS)
DIRECTOR PLANNING SERVICES MANPOWER (INFORMATION SYSTEMS)
DIRECTOR COMMUNICATIONS
DIRECTOR PERSONNEL
DIRECTOR FINANCE
DIRECTOR ADMINISTRATIVE SERVICES
MANAGER GENERAL SERVICES
MANAGER CENTRAL RECORDS SYSTEMS
MANAGER SYSTEMS DEVELOPMENT
MANAGER LEGISLATIVE AND LIBRARY SERVICES

Employment Development Division

The Employment Development Division, through its five branches, identifies manpower concerns in Alberta's industrial and commercial sectors and initiates remedial action where required to assist industry in meeting its manpower needs. The sector also provides assistance to disadvantaged and disabled individuals who can benefit from training; encourages certain types of entrepreneurs to invest in job-creating businesses in the province; and gathers employment information which can be used to assist in the determination of long-range labour demand.

MANPOWER TRAINING AND PLANNING SERVICES

During the 1984-1985 fiscal year the combined staff of the Manpower Training and Manpower Planning Services Branches delivered the Alberta Training Program and the Youth Employment and Training Program. Staff began implementing the Alberta Training Program on April 1, 1984 and provided assistance to private sector employers in accessing the program through regional offices in Edmonton, Calgary, Grande Prairie, St. Paul, Red Deer and Lethbridge. As of March 31, 1985, there had been 4,627 contracts developed with 2,405 private sector employers involving 9,149 trainees for a total funding commitment of $16,291,550. The average value of a training contract was $4,411; the average contract consisted of 720 hours of training.

The Youth Employment and Training Program was also implemented on November 1, 1984. As of March 31, 1985, there had been 1,890 contracts approved for employment and training support with 1,768 employers involving 2,185 young people for a total funding commitment of $3,080,688. The program provided employment and training opportunities to young Albertans through two elements: The Post-Secondary Internship and Training element and the Youth Work Experience and Training element.

During the year, staff continued to work with the Canada Employment and Immigration Commission to assist companies and workers in layoff situations through participation on joint employment adjustment committees.

Under the National Training Act, staff also continued to be involved with training programs funded by the federal government and administered jointly by both governments. Under the National Institutional Training Program, the federal government spent $46,492,000 to purchase 1,485,699 days of training for 25,352 trainees at Alberta institutions. The manpower needs for which training was provided were identified by the Federal/Provincial Joint Training Committee. The federal government committed $8,888,974 under the General Industrial Training Program, to provide training for 2,478 trainees and spent $8,549,540 under the Critical Trade Skills Training Program to provide training to 706 trainees.

In meeting its overall responsibilities, staff provided a consultative service to employers in developing training plans and programs. Staff approved programs developed by employers in relation to the Alberta Training Program, the Youth Employment and Training Program, the General Industrial Training Program and the Critical Trade Skills Training Program. Staff also monitored and evaluated the various programs in terms of their effectiveness in meeting established priorities and objectives.

TRAINING ACTIVITY
1984-85

	GIT	CTST	ATP	YETP
Training Plan Development/Employer Consultations	1,456	487	16,358	7,923
Training Plan Approvals	853	211	4,863	2,012
Training Plan Monitors	492	122	2,034	211
Training Plan Evaluations	170	13	470	62
Total Training Expenditures	$8,888,974	$8,549,540	$16,291,550	$3,080,688

TRAINING PROGRAMS ADMINISTERED BY THE MANPOWER TRAINING AND PLANNING SERVICES BRANCH

Alberta Training Program

During 1984-85, the Alberta Training Program provided financial support to employers for the training and retraining of their employees in medium and high skill occupations. Administered through the Manpower Training and Planning Services Branch, this program commenced on April 1, 1984 and will terminate March 31, 1987. The program was effective in enabling employers to retrain some of their employees, thus averting the possibility of layoffs. During the 1984-85 fiscal year more than $16.2 million was spent in supporting 9,149 trainees.

ALBERTA TRAINING PROGRAM
1984-85

Total Number of Contracts	4,627
Total Number of Trainees	9,149
Total Training Expenditures	$16,291,550

Alberta Youth Employment and Training Program

The Alberta Youth Employment and Training Program, designed to assist young Albertans to establish careers through career guidance, work experience and training, commenced on November 1, 1984 and will terminate March 31, 1987. The program consists of two elements: a Post-Secondary Internship and Training Element for post-secondary graduates and a Youth Work Experience and Training Element for youth in the 19 to 24 age group who are high school graduates or who have been out of the education system for at least 12 months. In total, the program provided training and work experience to 2,185 Albertans during 1984-85.

ALBERTA YOUTH EMPLOYMENT AND TRAINING PROGRAM
1984-85

	Post-Secondary Internship	Youth Work Experience	Total
Number of Contracts	265	1,625	1,890
Number of Trainees	317	1,868	2,185
Training Expenditures	$619,795	$2,460,893	$3,080,688

National Institutional Training Program (NIT)

This is a federal-provincial program, pursuant to the National Training Act, under which the province provides educational services while the Canadian government contracts to purchase a certain number of places in post-secondary institutions. The federal government reimburses the province for a portion of its costs, and supplies financial assistance directly to federally sponsored students in the form of training allowances or unemployment insurance funds.

Under the apprenticeship part of this program, the federal government purchases institutional training on behalf of apprentices selected by the Apprenticeship and Trade Certification Division of Alberta Manpower; also, it provides financial assistance to apprentices while they are undergoing the institutional portion of their program. Further data on the 1984-85 program are given in the following table:

NATIONAL INSTITUTIONAL TRAINING PROGRAM
1984-85

Type of Training		Trainees
General Purchase		
Technical Institutions	934	
Alberta Vocational Centres	4,037	
Alberta Petroleum Industrial Training Centre	22	
Community Colleges	3,143	8,136
Apprenticeship		14,966
Private Trade Schools		2,250
TOTAL		25,352

General Industrial Training Program (GIT)

This federal program was designed to provide Alberta business and industry with incentives for the expansion and improvement of employer-centered training, and to improve and increase the skills of Albertans. The program operated in the 1984-85 fiscal year until the federal government terminated the funding in November 1984. The GIT program was administered jointly through the Manpower Training and Planning Services Branch of Alberta Manpower and local Canada Employment Centres. Alberta Manpower staff canvassed employers and identified their manpower requirements, assessed training plans developed by employers and/or assisted employers in the development of training plans, monitored contracts, and assessed the effectiveness of training. The General Industrial Training portion of the National Training Agreement provided for the purchase of $8,888,974 of training in the 1984-85 fiscal year.

GENERAL INDUSTRIAL TRAINING PROGRAM
1984-85

Total Number of Contracts	1,490
Total Number of Trainees	2,478
Total Training Expenditures	$8,888,974

Critical Trade Skills Training Program (CTST)

This program encourages Alberta employers to undertake the training of workers in highly skilled occupations which experience chronic shortages. It provides financial assistance to firms willing to initiate or expand training in approved occupations. The CTST program was administered jointly through the Manpower Training and Planning Services Branch of Alberta Manpower, and local Canada Employment Centres. The procedures involved in implementing CTST were the same as for the General Industrial Training Program. During the 1984-85 fiscal year, $8,549,540 million of training was contracted with employers in Alberta.

CRITICAL TRADE SKILLS TRAINING PROGRAM
1984-85

Total Number of Contracts	365
Total Number of Trainees	706
Total Training Expenditures	$8,549,540

Vocational Training Programs

Vocational Training Programs, through the Alberta Vocational Training (AVT) program, facilitate the delivery of short-term vocation oriented training programs by providing funds to institutions. Use of these programs allows the department to expand institutional programs to meet the emerging needs of both individuals and industry for vocational training. It also allows the department to facilitate the delivery of programs in smaller communities, to expand capacity to meet the needs of immigrants for English As A Second Language, and to provide "ad hoc" programs where the need is identified by the Canada Employment and Immigration Commission. In 1984-85, there were 343 programs financed throughout the province, providing vocational training to 14,441 individuals.

Vocational Training Services

Vocational Training Services, through the Alberta Vocational Training (AVT) program and the Vocational Rehabilitation of Disabled Persons (VRDP) program, is involved in the area of vocational counselling and training of disadvantaged and disabled adults. Under the AVT program in 1984-85, a total of 14,089 persons received financial assistance for training. Training took place in Alberta Vocational Centres, Community Vocational Centres, public colleges, technical institutes, private vocational schools and industry. Under the Private Vocational Training element, 1,318 students were provided with financial assistance.

Costs associated with the VRDP program were shared with the federal government under the Vocational

Rehabilitation of Disabled Persons Agreement. Through this program, the department offered vocational assessment and career counselling services, and financial support to disabled Albertans to assist them with their vocational training. Specialized equipment such as opticons, television readers, talking calculators and talking typewriters, as well as special services such as tutors and interpreters were made available for the blind and deaf.

Funds were approved for seven experimental programs involving hearing-impaired, educable mentally handicapped and learning disabled persons. Five programs were transferred to Advanced Education to become ongoing programs. All public post-secondary institutions in the province were available for use by disabled adults. In 1984-85 the budget for the program, which served 1,038 disabled persons, was $3,583,663.

SERVICES PROVIDED UNDER AVT-VRDP
1984-85

Institutions	No. of Students Admitted To Training		No. of Possible Student Days of Training	
	AVT	VRDP	AVT	VRDP
Technical Institutes	1,914	99	205,776	7,959
AVC's	11,488	167	891,293	19,920
APITC	20	--	270	--
Private Schools	874	58	87,453	5,068
Universities	--	123	--	9,380
Community Colleges	7,056	450	525,124	38,094
Agricultural Courses	59	--	1,630	--
Community Vocational Centres	1,550	--	122,461	--
Out of Province	1	41	55	3,541
School Boards	1,778	90	133,300	8,199
Others	3,790	10	442,042	947
TOTALS	28,530*	1,038	2,409,404	93,108

* Of this total number of AVT students, approximately 6,750 students were placed in programs funded by the federal government through the National Training Agreement on a cost-recoverable basis (see National Institutional Training Program).

Private Vocational Schools Program

This program began April 1, 1985 and will continue until March 31, 1987. The program was designed to complement regular Alberta Vocational Training by providing assistance to unemployed persons who are obtaining training or retraining, through licensed private vocational schools operating in Alberta. During 1984-85, a total of 1,318 individuals received assistance at a program expenditure of over $3.8 million.

PRIVATE VOCATIONAL SCHOOLS PROGRAM
1984-85

Total Number of Schools	16
Total Number of Trainees	1,318
Total Training Expenditures	$3,821,688

MANPOWER MOBILITY

Manpower Mobility serves as a provincial voice on immigration issues as part of Alberta's concurrent constitutional responsibility with the Federal Government and other provinces to manage immigration in Canada. In this role, the branch performed four major functions.

First, the branch encouraged investment in Alberta in order to create jobs and/or protect employment for Albertans. To accomplish this, the branch coordinated the entrepreneurial recruitment program, and with the participation of other provincial departments, provided business and immigration advisory services to prospective entrepreneurial immigrants.

Second, the branch provided an information service program. This included advice and information on immigration and migration-related matters to other provincial government departments, Alberta employers, Alberta residents, individuals and companies interested in moving to Alberta. This was accomplished through the personal interaction of each branch office with its clientele and through the production and distribution of pertinent literature.

Third, the branch responded to requests from the federal government on the admission of medically inadmissible individuals to Alberta on Minister's Permits. This was accomplished by coordinating an interdepartmental Immigration Review Panel and by providing a provincial response to federal requests.

Fourth, the branch assisted Alberta employers to obtain skilled manpower unavailable in Alberta. To accomplish this, the branch assisted employers in identifying source areas, in planning and mounting recruiting programs, in coordinating advertising campaigns and in providing interview facilities and recruitment back-up services, including liaison with Canada Employment and Immigration offices. Also, the branch assisted Alberta employers and provincial government departments with bringing in guest lecturers and seminar leaders to advise on border-crossing procedures.

Branch offices are located in Edmonton, Calgary and London, England.

IMMIGRATION ACTIVITY

	1984
Immigrant Entrepreneurial Applications	174
Proposed New Investment Commitments	25,430,150
Proposed Job Creation	1,048
Information Services/Immigration Enquiries	6,027
Alberta Employers Assisted	85

(Data are based on the calendar year)

Career Development Division

The Career Development Division contributes to human and economic growth by assisting Albertans to improve the pattern and quality of career transitions between school, training, work, and retirement. The Division is organized into three branches: Career Services, Occupational Service, and Employment Initiatives.

CAREER SERVICES BRANCH

Career Services offers a variety of programs and services to Albertans needing assistance in all aspects of career development. The chief activities of the Branch include counselling, testing and assessment, information production and distribution, referral and consultation.

Fifteen Alberta Career Centres operate in the province, one each in Calgary, Edmonton, Fort McMurray, Grande Prairie, Hinton, Lethbridge, Medicine Hat, Peace River, Pincher Creek, Red Deer, St. Paul, Lloydminster, High Level, Camrose and Bonnyville. Services are provided to these communities and to the surrounding areas.

Career Counsellors in each centre offer programs and services designed to assist adult Albertans in the process of career planning. Activities include individual and group counselling, interest and aptitude testing as well as referral for education, training and student support services. A major emphasis is placed on career development services for unemployed Albertans. These services are offered through the Job Clubs and Job Search Workshops which run regularly. In response to the increased demand for Job Search Workshops, the Career Centre staff held training sessions for leaders interested in conducting Job Search Workshops in the community.

A variety of career counselling services for youth were implemented during the year in conjunction with the Department's Alberta Youth Employment and Training Program. Counsellors provided information to individuals about the program and certified those persons hired under the Youth Employment element. The Career Centres continued to emphasize group programs such as Career Planning, Advanced Career Planning, Occupational Choice Seminar, Job Search Strategies, Career Transitions, Career Decision-Making, Job Dissatisfaction and Job Alternatives for Women.

Career Information Services researched, produced and distributed a wide variety of print and audiovisual career resource material; provided consultations, workshops and information to professionals and the public on career-related themes; and provided ongoing monitoring of computer-assisted career guidance systems to Alberta Career Centres.

Highlights of 1984 include:

- Establishing a Career Information Hotline, with trained staff that has responded to over 3,000 calls since November 1, 1984.
- Producing the following resources:

  New Productions - Office Automation occupational profiles; three booklets in the Transition series: Women At Work, The School-Work Connection, and Changing Course Midstream; two posters, The Entrepreneur video; three issues of Career Development News, and three issues of On Line.

  Revised Productions - Alberta's Apprenticeship Program, Stay Ahead With A Good Attitude, Exploring Occupations; Profiles on Design, Transport, Radio and Television Writing.
- Launching a successful Canada Career Week (CCW) promotion based on the theme "Stay Ahead With A Good Attitude". The campaign included a booklet and poster with the CCW theme as a title; wallet and desk calendars, T-shirts, decals, and a successful Speaker's Bureau.
- Responding to over 300 professional library requests and 781 public requests for career information; loaning 492 audiovisuals to agencies, and distributing over 386,000 print items (see accompanying chart).

  The most popular resource items were: Job Seekers Handbook, Stay Ahead With A Good Attitude, It's About Time, Women At Work, Changing Course Midstream, And The School-Work Connection.

CAREER INFORMATION SERVICES MATERIALS DISTRIBUTION
APRIL 1, 1984 to MARCH 31, 1985

Title Of Publication	Quantities Distributed
Alberta's Apprenticeship Program	865
Apprenticeship Opportunities	21,360
Career Development in Alberta	252
Career Development News	19,000
Directions for the Future	5,483
Distance Education	688
Exploring Occupations	14,488
Stay Ahead With A Good Attitude	47,483
Great Balancing Act	8,970
Inventory of Nationwide Free Occupational Resource Materials (INFORM)	633
It's About Time	40,534
Job Seekers Handbook	70,542
Kids and Careers	19,782
Let Your Fingers Do the Talking	4,274
Matter of Time Leaders Guide	97
Occupational Profiles	8,565
Opening Doors	9,955
Posters (Career Awareness)	248
Posters (Occupational)	485
Post-Secondary Education Programs	778
Time of Your Life	7,583
What Now?	21,007
What Would You Like To Be? (Coloring Book)	14,224
What Would You Like To Be? (Dictionary)	12,154
What Would You Like To Be? (Teacher's Guide)	485
Women At Work	21,029
Changing Directions Midstream	17,930
Between Two Worlds	21,238
Total	366,111

PLACEMENT SERVICES

Placement Services provided resources and personnel to assist in the promotion of special placement programs. These programs assisted students and special needs groups in learning job-search skills and in being placed in jobs throughout Alberta. In addition, the administration of the Employment Agencies Act provided licencing for commercial employment services operating primarily in cities of Edmonton and Calgary.

NUMBER OF LICENCED PRIVATE PLACEMENT AGENCIES
1984-85

Edmonton	Calgary	Other	Total
50	88	10	151

HIRE-A-STUDENT PROGRAM

The Alberta Hire-A-Student Program is a cooperative activity sponsored by the federal and provincial governments, business, community and students' groups concerned with the placement of students in summer jobs. This combination makes this Alberta organization unique in Canada.

While the major sponsors (Alberta Manpower, the Alberta Chamber of Commerce and Canada Employment & Immigration Commission) provide funding support and resource personnel, each Hire-A-Student centre is autonomous and is operated by a local volunteer committee.

The objective of the program is to help students find jobs and to provide a service to employers. This is achieved by establishing summer employment placement offices and by providing students with job-search information.

In the 1984 program 1,759 job-search presentations were provided to 41,633 students, with 32,028 placements. Provincial government funding support for the program, both for the placement and job-search services was over $330,000 in direct support to the operating centres.

HIRE-A-STUDENT ADVISORY COUNCIL

The Council advised on issues affecting both the job-search information service and the placement service components of the Alberta Hire-A-Student program. It facilitated the participation by the co-sponsors of the program, including the Alberta Chamber of Commerce, local chambers and community groups, the Government of Alberta, and the Government of Canada.

The Council provided a channel for the communication of student employment needs and also offered assistance in the creation and support for the program in local communities. As well, it regularly assessed the program and made recommendations for change.

OCCUPATIONAL SERVICES BRANCH

Occupational Services Branch has three units, each dealing with distinct and separate issues: one with employment counselling and relocation, one with training of northern residents, and one with settlement services.

EMPLOYMENT COUNSELLING & RELOCATION SERVICES

Employment Counselling and Relocation Services is a program designed to assist northern families in relocating to centres with employment opportunities. Services provided in support of the program include:

(a) Transitional Housing
Through the Alberta Housing Corporation, families are provided with housing in a new community. The rental of these units is geared to income.

(b) Counselling and Orientation
In recognition of the fact that families in the program are going through a major readjustment, intensive and extensive counselling is provided in areas such as employment, home operation and maintenance, budgeting, urban skills and education.

(c) Community Support System
The total community must be involved in the integration process and support comes from all sectors including municipal councils, social agencies, schools and Native organizations.

During 1982-83, a new policy was developed by the Alberta Housing Corporation by which families, in the judgment of the program staff, have made a successful transition to life in their new community and are able to buy their houses. Under this policy, rent payments are applied to the principal thus reducing the cost of the house. During 1984/85, a total of 40 houses were sold to program participants and it is anticipated that an additional 20 will be sold during 1985/86.

In 1984/85, over 300 families participated in the program in Fort McMurray, Bonnyville, Grand Centre, Whitecourt, Slave Lake, Peace River/Grimshaw, High Prairie, Grande Prairie, and High Level. The program began operation in Hinton in early 1984/85. In addition, construction on eight homes began in Lac La Biche in late 1984/85.

OPPORTUNITY CORPS

The Opportunity Corps is a program designed to prepare, train and assist northern residents in developing the skills required to move from a condition of dependence upon government and other support to a condition of economic and social self-sufficiency. The program works with individuals who lack sufficient skills either to gain employment or to enter more formal training programs.

The Opportunity Corps has a number of operational objectives which include:

- Assisting trainees in developing good work habits and sufficient self-confidence to function in an employment setting.
- Assisting trainees in developing life skills needed to function in an employment setting.
- Providing trainees with an opportunity for personal growth and self-development so as to better relate to their families, communities and work environment.
- Assisting trainees in the development of employment-related skills.
- Assisting trainees in developing and planning career goals.
- Assisting local communities to carry out projects that will benefit residents of those communities.

To achieve these objectives, program activities of a broad variety are undertaken in work activity projects, life skills training and short courses which provide exposure to a number of the trades and academic upgrading.

During 1984/85, a great deal of effort was put into consolidating the operation of the Opportunity Corps. Program efforts were focused in areas of staff resources in which an overall training program could be developed. The range of short courses offered was greatly expanded to include activities such as first aid, defensive driving, basic electrical wiring, welding and plumbing. As well, a broad range of Corps projects assisted in the development of social and recreational services in a number of northern communities.

During the year, the Opportunity Corps operated in the communities of Slave Lake, Calling Lake, Janvier, Fort McMurray, Fort Chipewyan, Trout Lake, Peerless Lake, Wabasca/Desmarais, High Prairie, Peace River, and Fort Vermilion. Over 500 trainees were involved in the program.

SETTLEMENT SERVICES

Settlement Services is a program designed to assist immigrants and refugees to adjust to life in Alberta. The program provided grants support, consultation, program development assistance, information and resource material to assist others in their delivery of services to newcomers. Approaches to facilitating the long-term adjustment of newcomers are developed in conjunction with other provincial sources, the federal departments of the Canada Employment and Immigration Commission, and the Secretary of State. Major emphasis was placed on employment preparation and counselling, as well as on adjusting and tailoring the program's activities to meet the increasing diversity in its client population.

Through the community support unit, eight non-profit organizations were provided with grants for the delivery of settlement services. Through these organizations the program reached over 11,000 individual immigrants from 95 different countries. Newly arrived immigrants, as well as individuals who came to Alberta in previous years, were assisted in adjusting to a society which is culturally, socially and linguistically very different from their countries of origin. A range of direct services including reception, information, orientation, referral, translation, interpretation, employment counselling and preparation were provided. Volunteer involvement continued to be an essential aspect of these organizations' operations: over 27,583 hours of volunteer time were contributed to service, support, and board activities.

Organizations which received grants were: Calgary Catholic Immigration Society, Calgary Immigrant Aid Society, Catholic Social Services Edmonton, Central Alberta Refugee Effort (Red Deer), Edmonton Immigration Services Association, Edmonton Mennonite Society for the Assistance of Newcomers, Medicine Hat Society for Immigrant Settlement and U-First Community Services Foundation/Lethbridge Immigrant Services Association.

Consultative services were provided to voluntary organizations across the province. Highlights from the year included co-sponsorship, with the Interpreters and Translators Association of Western Canada, of two educational conferences for volunteer interpreters and translators. These conferences were attended by 175 volunteers. In addition, the program supported the Alberta Association of Immigrant Serving Agencies for the delivery of the first Alberta Settlement Worker's Conference which was attended by 120 people from 23 non-profit organizations. Through grants support, 204 privately sponsored refugees and refugee families were provided with Alberta Health Care Insurance during their first year of residency.

The program researched, developed and distributed a number of information resources for newcomers and those who work with them. These included:

TITLE	QUANTITIES
Welcome to Alberta	18,262
A Newcomer's Guide to...	
Learning in Alberta	12,129
Housing in Alberta	12,266
Community Services in Alberta	12,599
Rights & Duties in Alberta	12,752
Working in Alberta	12,864
Health Care in Alberta	14,112
Public Transportation in Alberta	11,550
Using Money in Alberta	11,746
Driving in Alberta	11,793
Settlement Services Newsletter (3 editions - @ 2,000 each)	6,000
Resource Centre	877
Information materials on immigration to Alberta	510
Settlement Services and Programs: An Alberta Directory	233
TOTAL	137,693

EMPLOYMENT INITIATIVES BRANCH

The Employment Initiatives Branch, formerly known as Special Manpower Programs, is responsible for developing and implementing programs and services to meet the special employment needs of unemployed Albertans. Two sections carried out this activity in 1984/85.

The Programs Section planned, developed, administered, and monitored the following employment programs: Alberta Wage Subsidy Program, Alberta Environment Employment Program, Priority Employment Program (P.E.P.), and the Summer Temporary Employment Program (S.T.E.P.). This section also planned, developed, and assessed the Employment Skills Program and the Special Placement Work Experience Program.

The Special Needs Section funded and supervised employment placement, employment support, and employment readiness services for some special needs groups including the Native Outreach Association of Alberta, Distinctive Employment Counselling of Alberta, Placement 45, Opportunity 45, Access 45, and the Y.M.C.A.

SPECIAL NEEDS GROUPS

Funding and resource support were provided to selected groups who carried out employment placement, employment support, employment promotion, and employment development activities for Albertans experiencing employment-related difficulties. The special needs category includes individuals over 45 years of age, young adults with learning disabilities, people who are sensory disadvantaged, and Native people.

Participating groups and funding support levels are shown in the following table:

ORGANIZATION	ACTIVITY	FUNDING
Placement 45, Edmonton	Employment Placement	$ 112,126
Opportunity 45, Calgary	Employment Placement	$ 183,874
Access 45, Lethbridge	Employment Placement	$ 70,000
Y.M.C.A., Edmonton	Employment Placement	$ 188,048
Distinctive Employment Counselling Services, Edmonton	Employment Readiness	$ 167,973
Native Outreach Association	Employment Placement, Promotion and Support	$ 820,000
TOTAL		$1,542,041

1984/85 ALBERTA WAGE SUBSIDY PROGRAM

The Alberta Wage Subsidy Program was implemented for the first time by Alberta Manpower in April 1984. The $30.0 million program available to private-sector business and farmers was the first of its kind to operate on a year-round basis.

The purpose of the program was to provide unemployed Albertans who have been residents of Alberta for at least three years with employment opportunities within the private sector. The majority of the 19,289 jobs created were in the following occupations: service, clerical, farming, and sales. The average duration of projects was 26 weeks.

1984/85 ALBERTA ENVIRONMENT EMPLOYMENT PROGRAM

The Alberta Environment Employment Program was implemented for the first time by Alberta Manpower in November 1984. The $3.9 million program was available to non-profit organizations, community associations, municipalities, Indian Bands and Metis Settlements, and provincial government departments.

Eligible project activity had to have a direct and positive impact on the environment, could not duplicate existing services, and had to be supported by the community. Project activity included: brush clearing, erosion control, fire hazard reduction, tree planting, habitat improvement, environmental impact studies, nature trail development and environmental activities undertaken as a result of natural disasters.

Projects operated for a minimum of six weeks to a maximum of twelve months. The program created productive employment for unemployed Albertans and contributed to regional economic growth and development in Alberta.

1984/85 PRIORITY EMPLOYMENT PROGRAM (P.E.P.)

The objective of the 1984/85 Priority Employment Program was to provide employment and training opportunities for unemployed Albertans during the winter months. The $12.6 million program, consisting of two program elements, subsidized training and jobs for 4,079 Albertans. The two elements, the Provincial Government Department Element and the Community Employment Element, were aimed at public sector employers.

Under the Provincial Government Department Element 1,340 positions were funded on 1,182 departmental projects. Jobs were created primarily in the clerical, natural sciences, and social science areas.

The Community Employment Element includes participation by non-profit organizations as well as municipalities, remote and isolated communities, and Indian Bands and Metis Settlements. These community authorities provided 2,739 Albertans with jobs of up to a six month duration.

1984 SUMMER TEMPORARY EMPLOYMENT PROGRAM (S.T.E.P.)

The objective of the 1984 Summer Temporary Employment Program was to provide employment and training opportunities for students and unemployed Albertans during the summer months. The $2.3 million program, consisting of four program elements, subsidized training and jobs for 10,140 Albertans.

Three of the elements were aimed at public sector employers. Under the Provincial Government Department Element 2,505 positions were funded on 2,021 departmental projects. Jobs were created primarily in the clerical, natural sciences, and social sciences occupations. The Community Employment Element includes participation by non-profit organizations, municipalities, remote and isolated communities, and Indian Bands and Metis Settlements. There were 6,504 unemployed Albertans who were provided jobs of up to four months in duration within this element. The Career Recreation Work Experience, Veterinary Work Experience, Law Enforcement, and Post-Secondary Institutes, were all aimed at placing post-secondary students in career-related positions. This element provided 660 post-secondary students with jobs of up to four months in duration.

The Summer Farm Element subsidized farmers who provided farm-related work experience to high school and post-secondary students. This element provided 926 students with jobs of two months in duration.

1984/85 EMPLOYMENT SKILLS PROGRAM

The objective of the Employment Skills Program was to provide work experience and skill upgrading within Provincial Government Departments for people receiving social assistance who require experience before re-entering the labour market. The program was administered by the Department of Social Services and Community Health and was funded by Alberta Manpower at $3.8 million, providing 666 job opportunities for social allowance recipients. Project duration was a maximum of six months.

1984/85 SPECIAL PLACEMENT WORK EXPERIENCE PROGRAM

The objective of this year-round program is to assist disabled and disadvantaged Albertans to obtain and maintain meaningful employment in the Alberta Public Service. Work experience opportunities of up to six months duration are provided in Provincial Government Departments. The program, operated by the Personnel Administration Office, was funded at $400,000 in 1984/85. It provided assistance to 84 Albertans.

Apprenticeship and Trade Certification Division

This Division, in relationship with the Apprenticeship and Trade Certification Board and a network of apprenticeship committees, administered programs for the training and certification of tradesmen to the journeyman level, thereby ensuring a well-trained Alberta work force. Apprentices registered in the training programs received both on-the-job and institutional training. The Apprenticeship and Trade Certification Division was instrumental in maintaining an efficient and well-organized program that met the needs of both employers and employees.

The Division carried out requisite examination of apprentices and eligible journeymen, and in 1984 issued permanent certificates to 10,287 qualified individuals. Curricula for apprenticeship training were developed in consultation with related apprenticeship committees and training institutions. Financial arrangements for technical training and payment of training allowances were made under the provisions of the Federal/Provincial Agreement under the National Training Act.

Apprenticeship staff operated from Manpower Services Divisional offices in 10 centres throughout the province: Calgary, Edmonton, Fort McMurray, Grande Prairie, Hinton, Lethbridge, Medicine Hat, Peace River, Red Deer and Vermilion.

Alberta's apprenticeship system is one of the most extensive in Canada. The participation of employees and employers continues to develop, support and monitor the trades. This participation is demonstrated by the 19,976 registered apprentices, including 4,268 new apprentices. Reduction from 24,188 apprentices last year is primarily a reflection of less construction activity. The increased interest in service or maintenance trades and post-journeyman requirements continues to indicate a changing emphasis in the work place. Increased shop registrations indicate growth in small businesses.

PROGRAM DEVELOPMENT AND STANDARDS

The Program Development and Standards Section develops, implements and monitors programs, schedules and examinations. This responsibility includes interaction with provincial apprenticeship committees, institute representatives, inter-department and intra-department committees and inter-provincial committees responsible for designing, coordinating, monitoring or improving programs. These activities are assigned to the Program Development, Institute Services and Trade Certification areas of the Division.

PROGRAM DEVELOPMENT

The Program Development Unit develops and maintains relevancy in the apprenticeship training programs and maintains acceptable standards for designated trades. This involves consultation with apprenticeship committees for each trade.

Program Development continues to approve accreditation for trade-related programs offered by institutes and colleges in Alberta. They participate in preparing and analyzing examinations in cooperation with other provinces and territories in Canada, contributing to a successful inter-provincial standards program. Surveys for three proposed trades were completed and one survey is still in progress.

The Program Development Unit developed and revised 94 course outlines and examinations, organized, chaired, participated in and prepared minutes for 652 meetings, and made 563 liaison calls to industry work sites and training institutes.

This Unit has undertaken a major task of developing and promoting over 100 journeyman updating courses which are designated to update Alberta journeymen in regard to technological changes in their trades.

Staff of the Program Development Unit attended and participated in meetings of the Inter-provincial Standards Program Coordinating Committee, the Inter-provincial Standards Examination Committee, the Metric Commission Canada Sector 10.03 for apprenticeship training, the Committee 1 Year 2000 (Calgary School Board) and the Alternate Training Delivery Project (second year Electrical Apprenticeship, NAIT).

INSTITUTE SERVICES

The Institute Services Unit performs the functions of a registrar. Apprentice training requirements are estimated annually; from these estimates training spaces are negotiated and monitored with the institutes and colleges. School attendance was 16,714 apprentices, with 5,164 graduating from their programs, while 4,268 new apprentices were indentured.

TRADE CERTIFICATION

The Trade Certification Unit is responsible for finalizing journeyman examinations, approving inter-provincial applications, issuing replacement or exchange certificates, maintaining examination inventories, marking and the administration of examinations throughout the province. A total of 16,677 journeyman certificates were issued in 50 trades including replacement certificates previously issued by the Electrical Protection Branch, Alberta Labour. A total of 40,829 examinations were marked in 1984/85.

APPRENTICESHIP AND TRADE CERTIFICATION DIVISION REGIONS

FIELD SERVICES

The Field Services Section operates under the guidelines provided by the Manpower Development Act -- the general regulations and the trade regulations covering apprenticeship training and certification of workers engaged in designated trades. Field Services emphasizes adequate training of trades-people for Alberta's industries.

Field consultants visit industrial jobs and other sites, and counsel employers and employees regarding designated trades, journeyman certification or apprenticeship training. Application and enforcement of relative parts and sections of the Act and regulations are carried out with emphasis on maintaining appropriate public relations.

Field Services are actively engaged in computerizing the journeyman system and shop registrations in an effort to improve their service to the public. There are 10 regional offices located in Calgary, Edmonton, Fort McMurray, Grande Prairie, Hinton, Lethbridge, Medicine Hat, Peace River, Red Deer and Vermilion that provide services to the firms, journeymen and apprentices located in these areas.

The Special Field Unit located in Edmonton has province-wide responsibilities and provides apprenticeship and trade services for native, metis, handicapped and incarcerated individuals. The activities of the regional office and Special Field Unit are coordinated under the Field Services administration section of the central office.

During 1984/85, registrations for active shops were 18,808 in 51 trades; 1,390 shops were listed as out of business. However, 3,061 newly established businesses were registered. Additional registrations were required in some shops more than once a year due to applications for pre-employment programs, work simulation programs, wage subsidy programs and violations or complaints related to the Manpower Development Act and trade regulations. A total of 20,383 registrations were taken over the year.

A total of 58,095 people visited the regional offices to obtain information on apprenticeship and certification, or to register complaints regarding people working in contravention of the Act and trade regulations. Apprenticeship field consultants chaired 258 local apprenticeship committee meetings, and staff visited 172 high schools across the province to give career talks.

Central Support Services Division

PERSONNEL

The year 1984-85 was very active for the Personnel Branch, especially in the areas of classification and staffing. During the reporting period, 3,688 applications were received and more than 500 people were interviewed. The Branch was also responsible for the planning, development, coordination and administration of the Department's Human Resource Management program.

During 1984-85 the Branch experienced the direct impact of the funding of special work incentive programs, which resulted in the creation, classification and staffing of an additional 80 project positions. Throughout the above activity, Personnel continued to provide a full range of services staffing 93 positions, processing 68 exemptions, running 64 competitions and finalizing 214 classification actions. The year also saw the conversion of the Department's manual attendance recording system to a fully on-line absent time reporting system (ATRS) with down-loading capabilities from the mainframe.

Special emphasis was also placed on training and development particularly in two major areas -- the development and delivery of in-house courses, and the introduction and use of microcomputer technology. This resulted in the automation of training records and the development of an information system for Department managers. Forty-four percent of the training component is now handled internally since the following courses have been designed for internal delivery: Situational Leadership, Stress Education, Interpersonal Communications and Employee Orientation.

ADMINISTRATIVE SERVICES

The Administrative Services Branch reviews and develops provincial legislation and legal agreements related to Manpower. The Branch is also responsible for library services; records management; coordinating office accommodation, equipment and supplies services; departmental mail and messenger services. It also manages the Department's information processing system which includes data processing, word processing and telecommunications.

Legislative and Library Services drafted two new Acts: the Student and Temporary Employment Act (Bill 34) and the Apprenticeship, Training and Certification Act (Bill 35). The latter replaces the Manpower Development Act. The Task Force on Contract Review established new guidelines for conditional grant contracts to take effect in the 1985/86 fiscal year. A newsletter "Off the Shelf" was produced monthly and sent to departmental staff. The Library Advisory Committee, consisting of a representative from each division of the Department and a representative for out-of-Edmonton staff, was established to improve departmental library services.

The Records Services Unit developed a standard departmental filing system for administrative records which is currently being installed in various offices of the Department. A central records facility was established for the Career Development Division and improvements were made in filing equipment, supplies and procedures.

During 1984/85, an administrative directives system was implemented to ensure that approved administrative policies and procedures are quickly disseminated throughout the Department. As well, a forms management service issued form design standards for the Department and designed over 150 forms to those standards. Records scheduling, disposal operations and procedural improvements saved the department $52,000 this year.

General Services initiated work on a new fixed-asset computer inventory system. An employee identification card system was also introduced in 1984/85.

Expanded departmental programs extended existing services to staff in the areas of accommodation, fixed assets, furniture, telecommunications, parking and maintenance.

The Systems Development Unit successfully managed implementation of the Skilled Trades Information System on the Department's minicomputer. A significant equipment upgrade was made to provide for the integration of this system with the Apprenticeship Training System. The Unit has also coordinated the acquisition of hardware and software in support of the Department's administrative and program requirements, which increased dramatically with the implementation of the Employment Incentive and Training Initiatives Program.

FINANCE

The Finance Branch directs and monitors financial transactions and provides financial leadership and control for the Department. The Branch is responsible for the development of an effective budget planning and review process; it also collects, analyzes and disseminates operational data. The activities of the Branch fall into three main areas:

Financial Planning - the preparation of annual estimates of expenditure for all programs and services within the jurisdiction of the Department.

Financial Operations - the processing of all expenditure payments for the Department, and monitoring of all expenditures in relation to authorized budgetary levels.

Audit - the provision of an independent and objective review of the various programs administered by the Department. In addition, the audit function reviews the financial and internal control systems of the Department.

COMMUNICATIONS

The primary role of the Communications Branch is to ensure public awareness and understanding of the Department's programs and services.

Information is provided through advertising, pamphlets, booklets, brochures, news releases, posters, speeches, films and audiovisual presentations.

Operating in a dual capacity, the Branch advises the department on communications policy and supervises production of the materials used to carry out that policy.

During the year, Communications coordinated the marketing of new job creation programs and departmental services. Major advertising campaigns were developed for the Environment Employment Program, Youth Employment and Training Program, Career Information Hotline and Journeyman Updating Program.

The Branch also supervised the scripting and production of a 23-minute dramatic film, "The Entrepreneur," for the Career Services Branch. This film, the first of its kind in Canada, motivates young adults to consider entrepreneurship as a career option. A marketing plan was developed for the film.

As in previous years, Communications was actively involved in the year-round planning and production for Canada Career Week, including a special promotion with the Alberta Restaurant and Food Services Association. Fifty-four restaurants in the province promoted positive attitudes through a "We Serve Positive Attitudes" contest.

Other Branch projects included development of two displays for the Opportunity Corps and coordinating the production of multilingual versions of the 10 booklets in the Newcomer's Guide series.

PLANNING SECRETARIAT

The Planning Secretariat is responsible for collecting and analyzing information for use by the Department in the formulation of long-term plans and in the identification of policy alternatives. The Planning Secretariat also provides leadership in the Department's strategic planning process.

During the fiscal year, the Secretariat conducted primary and secondary research and analysis to identify Alberta's past and most probable future labour market conditions, and to determine their implications for the provision of manpower services to adult Albertans. The information prepared by the Secretariat was generated and maintained in a number of ways. These included in-house research, contracts with external consultants and a cooperative information exchange with other departments and agencies in Alberta and the rest of Canada.

The Manpower Information Development Unit collected, developed and analyzed data on manpower trends and labour market conditions in Alberta. This included the monitoring of current economic indicators, employment trends and unemployment statistics for the province and regions, as well as industry and occupations. Emphasis was placed on further enhancement of existing labour markets data; the Unit's capabilities in occupational forecasting; and projecting apprenticeship registrations and attendance at institutions. The Unit continued to act as the provincial focal point for the activities of the federal government's Canadian Occupational Projection System.

The Resource Industries Manpower Unit developed and analyzed information on manpower and investment trends in Alberta's resource industries, with special emphasis on the oil and gas industry. This included studying the employment implications and training requirements of resource-related developments. The Unit also developed and evaluated policy alternatives related to job creation and training and facilitated the departmental strategic planning process.

The Demography and Immigration Unit collected and analyzed information on population and immigration trends in the province; monitored interprovincial and international migration flows to and from Alberta; developed population projections for small regions, and conducted research on youth and other special-needs groups. The unit also compiled and analyzed information regarding the number and characteristics of participants in the Department's employment and training programs for use by Executive Staff and program management personnel.

Special Projects Unit compiled information on education and training programs in Alberta with particular emphasis on graduates from these programs; examined employment opportunities available to graduates; conducted an international and interprovincial analysis of apprenticeship systems; and monitored the impact of technological change on the labour force.

The Administrative Services Unit provided a number of support services to the Planning Secretariat. This included administration of the Department's Planning and Research Fund and the provision of general administrative services including word processing, electronic data processing, budgeting, and personnel.